

Aurora Mobile's JPush is First Push Notification SDK Service Provider on HUAWEI Developers Platform

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SHENZHEN, China, June 25, 2024 (GLOBE NEWSWIRE) -- Aurora Mobile Limited (NASDAQ: JG) ("Aurora Mobile" or the "Company"), a leading provider of customer engagement and marketing technology services in China, today announced that its push notification solution JPush has successfully passed multiple tests and reviews by HUAWEI Developers, Huawei's platform ecosystem that integrates various services and resources for developers to develop and promote their HarmonyOS apps, becoming the first push notification service provider listed on the platform. This once again demonstrates that Aurora Mobile's products and services have been recognized by leading global companies. Currently, users on the HUAWEI Developers platform can purchase and experience the JPush service in a convenient and fast way.

As a pioneer of push messaging services in China, Aurora Mobile has capitalized on its early-mover advantage to emerge as a leading service provider with a significant market share in the field. As of December 2023, the Company provided various services through its software development kits (SDKs) and Application Programming Interfaces (APIs) to more than 1.919 million apps with 73.5 billion installations of SDKs and a monthly active unique device base of 1.42 billion.

With a highly efficient and stable push messaging system, JPush currently delivers over 10 billion messages per day in real time, meeting the demands of high-frequency and high-concurrency push messaging. In addition, JPush supports various operating systems, including Android, iOS, HarmonyOS, QuickApp, and WinPhone and it is compatible with JPush channels, APNs (Apple Push Notification service), FCM (Firebase Cloud Messaging) and the system-level push messaging channels of various mobile brands such as Huawei, HONOR, Xiaomi, OPPO, VIVO, Meizu and ASUS. By flexibly configuring delivery strategies of JPush channels and mobile brands' push messaging channels, JPush's servers support sending millions of messages per second, reaching end users in milliseconds.

JPush's core strengths

- **Fast push notification capabilities development**

JPush features fast SDK integration, easy-to-use console and API, enabling apps to build powerful push notification capabilities in one hour.

- **Flexible targeting**

With a user-defined tag and alias system, JPush seamlessly integrates with Aurora Mobile's network data and enables accurate user grouping.

- **Efficient, secure and stable system**

Over 10 billion messages sent daily, high concurrency and high reliability, overseas dedicated lines, and multi-point backup ensure the stability, security and efficiency of the system.

- **Extremely fast message delivery**

JPush's servers support sending millions of messages per second, reaching end users in milliseconds, with flexible configuration of delivery strategies of JPush channels and mobile brands' push messaging channels.

- **Accurate after-effect analysis**

JPush supports statistics on the number of messages, delivery rates, display rates and click-through rates specific to platforms/channels and monitors losses by stage and source to improve messaging strategies.

To date, Aurora Mobile's products and services have been launched on a number of platforms such as QingCloud Marketplace and AWS Marketplace, serving tens of thousands of developers and enterprises in China and overseas. Going forward, while expanding its business, Aurora Mobile will continue to enrich its product matrix to help more enterprises achieve multichannel customer reach and engagement.

About Aurora Mobile Limited

Founded in 2011, Aurora Mobile (NASDAQ: JG) is a leading provider of customer engagement and marketing technology services in China. Since its inception, Aurora Mobile has focused on providing stable and efficient messaging services to enterprises and has grown to be a leading mobile messaging service provider with its first-mover advantage. With the increasing demand for customer reach and marketing growth, Aurora Mobile has developed forward-looking solutions such as Cloud Messaging and Cloud Marketing to help enterprises achieve omnichannel customer reach and interaction, as well as artificial intelligence and big data-driven marketing technology solutions to help enterprises' digital transformation.

For more information, please visit <https://ir.jiguang.cn/>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Among other things, the Business Outlook and quotations from management in this announcement, as well as Aurora Mobile's strategic and operational plans, contain forward-looking statements. Aurora Mobile may also make written or oral forward-looking statements in its reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including but not limited to statements about Aurora Mobile's beliefs and expectations, are forward-looking

statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: Aurora Mobile's strategies; Aurora Mobile's future business development, financial condition and results of operations; Aurora Mobile's ability to attract and retain customers; its ability to develop and effectively market data solutions, and penetrate the existing market for developer services; its ability to transition to the new advertising-driven SAAS business model; its ability to maintain or enhance its brand; the competition with current or future competitors; its ability to continue to gain access to mobile data in the future; the laws and regulations relating to data privacy and protection; general economic and business conditions globally and in China and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the Securities and Exchange Commission. All information provided in this press release and in the attachments is as of the date of the press release, and Aurora Mobile undertakes no duty to update such information, except as required under applicable law.

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